

Message Text

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PAGE 01 STATE 034760

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ORIGIN COME-00

INFO OCT-01 AF-05 ISO-00 EB-05 AGR-03 AID-07 RSC-01 /022 R

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DRAFTED BY: COM/BIC/OIM/AF/LLJENSEN

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STATE/AF/N/JWHITE (PHONE)

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R 211945Z FEB 74

FM SECSTATE WASHDC

TO AMEMBASSY RABAT

AMCONSUL CASABLANCA

UNCLAS STATE 034760

E.O. 11652: N/A

TAGS: BEXP MO

SUBJ: U.S. PARTICIPATION IN AFRICAN CONGRESS FOR PROCESSING
FOODS

REFS: A) RABAT 480 B) STATE 016762

1. WE APPRECIATE POST'S POSITION REF (A) BUT WE ARE
UNABLE TO PARTICIPATE DIRECTLY IN CONGRESS PER POST REQUEST.
COMMERCE HAS INFORMED THREE LEADING TRADE ASSOCIATIONS: DAIRY
AND FOOD INDUSTRIES SUPPLY ASSN., PACKAGING MACHINERY MFGRS.
INSTITUTE, AND FOOD PROCESSING MACHINERY AND SUPPLIES ASSN.
WHICH WILL DISSEMINATE INFO AMONG THEIR MEMBERS, AND SOME 10
COMPANIES KNOWN TO BE INTERESTED IN AGRIBUSINESS AND NORTH
AFRICA. ADVERTISEMENT WILL ALSO APPEAR MARCH 4 COMMERCE TODAY.

2. REASONS WHICH PRECLUDE MORE ACTIVE INVOLVEMENT INCLUDE:

A) INSUFFICIENT COMMERCE STAFF OR FUNDS TO ACTIVELY
RECRUIT COMPANY PARTICIPATION;

B) SHORT LEAD TIME OF CONGRESS BEGINNING WITH

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CASABLANCA'S A-89 OF DEC 12, WHICH WOULD PRECLUDE

RECRUITMENT EVEN WERE STAFF/FUNDS AVAILABLE;

C) FACT THAT CONGRESS' NEWNESS AND UNPROVEN COMMERCIAL
VALUE LENDS DOUBT TO WHETHER COMPANIES COULD BE RECRUITED;

D) LACK OF COMMERCE FUNDS TO SEND REP TO PRESENT SEMINAR
PAPER OR CONDUCT MARKET RESEARCH ALONG LINES SUGGESTED REF (A).

3. GIVEN PRESENT LEVEL FUNDS FOR MARKET RESEARCH, BEST
POSSIBLE EFFORTS IN FORESEEABLE FUTURE WILL PROBABLY NOT
EXCEED OUR RECENT ATTEMPT UTILIZE TUNISIAN DINARS, WHICH IS
STILL UNRESOLVED; LIMITED MARKET TESTING THROUGH CATALOG
SHOWS; AND VITAL POST-CONDUCTED RESEARCH IN SUPPORT OF
TECHNICAL SALES SEMINARS AND TRADE MISSIONS.

4. REGARDLESS LEVEL USG PARTICIPATION, WE WILL CONTINUE
CONTACT SELECTED COMPANIES AND URGE THEM TO GIVE CONGRESS
THEIR FULL CONSIDERATION. RUSH

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